

## **NORFOLK, VIRGINIA**

### **REGULAR SESSION OF COUNCIL**

**TUESDAY, SEPTEMBER 17, 2013**

President Fraim called the meeting to order at 2:05 p.m. with the following members present: Mr. Burfoot, Mr. Protogyrou, Mr. Riddick, Mr. Smigiel, Dr. Whibley, Ms. Williams and Mr. Winn.

Assistant City Manager, Ron Williams noted the next food truck rodeo will be held on Thursday, September 19<sup>th</sup> from 5-9 p.m. and a project with the Downtown Norfolk Council to develop parklets.

Colonel Bill Davis introduced Chris Kolakowski as director of the MacArthur Memorial.

#### **A. COUNCIL INTERESTS**

1. Mayor Fraim: a) noted that the legislative dinner with the General Assembly is October 29<sup>th</sup> and that they will have a joint discussion with Dr. King and Dr. Houston during the first hour and then they will break for dinner, b) reminded Council that they have to advise the Governor on their three recommendations for the SPSA Board by October 15<sup>th</sup> and that Don Williams is one of their recommendations, and c) reminded Council that Dr. King and Dr. Houston will be attending Council's retreat on Monday and to submit any additional topics for discussion to the City Manager.
2. Vice Mayor Burfoot asked the City Manager for an update on the SPSA tipping fees.

#### **B. DOWNTOWN ARTS & DESIGN DISTRICTS**

Ron Williams, Assistant City Manager, introduced the item which is an overview of the next two pieces of the launch for the Arts and Design District. He noted that the zoning has been completed and they have tested the planning activities for the Better Block Project. Urban Design Associates has been engaged to give a revitalization strategy as a continuation of the previous downtown plans. He added that the community has been engaged over the past eight months in establishing a vision for a revitalization strategy for the area.

Ray Gindroz of Urban Design Associates, gave a summary of ideas obtained during their recent charrette and he stated that the goal was to provide a framework for collaboration among the city, various arts and civic organizations, property owners, private investors, artists, writers, and people in the technology field in order to create a lively, dynamic and sustainable downtown Arts and Design District. A strategy for this framework consisted of five initiatives which were geographically based: Granby Street, Olney Road, Virginia Beach Boulevard, Magazine Street and Monticello Avenue.

The second aspect was to come up with shopping lists of ideas for the initiatives that could be simple improvements that a property owner could do or it might also mean a major project like a streetscape project. In compiling the lists, they took into consideration ideas such as flooding and innovative ideas to deal with storm water management; bicycle and pedestrian movement; continuing improvements along Granby Street; programming for performances; parking; affordable housing for young people and artists; retail and businesses. He added that they are still in the process of trying out some ideas and will be developing a plan in collaboration with the participants who were part of the charrette process. The next step will be to establish a management entity to help coordinate the development of individual projects and to implement short-term actions.

Darrell Hill reported on current incentive programs from the arts district as follows:

- Much of the district is in the Enterprise Zone which allows for business license tax, building permit fee and local utility tax relief.
- Economic incentives recommendations include: 1) waive 100% of permit fees; 2) provide BPOL fee relief; 3) provide business personal property tax relief; 4) waive site plan application fee; 5) provide marketing budget and branding support; 6) relax signage requirements; and 7) expand commercial façade improvement grant program.

### **C. 327 W. 26<sup>TH</sup> STREET – JOHN CHAPELL**

Frank Duke, Director of Planning, reported as follows:

- This is a request for a rezoning to industrial
- It introduces industrial into a traditional residential area and proposed lot does not meet city requirements.
- Planning Commission recommended denial.

**D. LITTLE CREEK TIRES AND RIMS – 901-905 EAST LITTLE CREEK ROAD**

- This is a Special Exception for auto repair.
- The applicant has agreed to make site improvements.
- The South Bayview and Meadowbrook Forest/Meadowbrook Terrace/Hunt Club Point/Water's Edge civic leagues oppose the application.
- Staff recommends approval; Planning Commission recommends denial.

**E. ARTHUR HOPKINS – SPECIAL EXCEPTION – 1700 KINGSTON AVENUE**

- Proposal is to reestablish a non-conforming 8 unit apartment building vacant for more than two years.
- Planning Commission recommends denial.

**F. COMMUNITY SERVICES BOARD PERFORMANCE CONTRACT**

Sarah Paige Fuller, Executive Director, reported as follows:

- The contract is an agreement with the State outlining financial and service provision responsibilities.

**G. RECOMMENDATIONS FOR 21<sup>ST</sup> STREET WEST OF COLLEY**

Ron Williams, Assistant City Manager, reported that Council approved the sale of property on 21<sup>st</sup> Street to Robinson Development last winter and over the next 90 days they will see the conclusion of that sale with a request for rezoning of the property and the closing of the property. He noted that what the city set out to do in this exercise was to come up with site planning and design criteria for the development with the input of the Ghent Business Association and neighboring properties.

Ray Gindroz presented the overall plan and recommendations for the 21<sup>st</sup> Street Business District West of Colley. He stated that a series of working meetings were held and in the course of those meetings they provided alternative designs to the developer. They asked for more from the developer than they usually provide and recently they have learned that many of those elements have been endorsed by the developer.

The project calls for a grocery anchor, some in-line retail and a medical office building. They studied the area of the site in comparison to the character of 21<sup>st</sup> Street east of Colley Avenue and the goal is to extend the character east of Colley Avenue to the area to the west. The basic criteria to accomplish that goal: a) Combine parking lot oriented retail with street oriented retail; b) Coordinate development on both sides of 21<sup>st</sup> Street; c) Create an interconnected pedestrian network; d) Maintain as much on street parking as possible; e) The streetscape concepts should be implemented where possible and in other cases a modified version as was done by Robyn Thomas in the 900 block of 21<sup>st</sup> Street; f) The architectural character should be based on some of the existing architecture in Ghent and in the 21st Street district. Characteristics include breaking down the massing into smaller scale elements, good proportions and the use of color to articulate forms; g) The axis of the view to the west from the east side of Colley terminates at the existing City Buildings that will be demolished for new development. The most important point on the site will be on this axis. Traffic flow, site access, street orientation, on-street parking, building frontage, public streetscapes, and pedestrian circulation were also factors of consideration.